

**Pierce County**  
**Quit Line Data Summary**  
April 1 - June 30, 2002

	<b>County</b>	<b>State</b>
<b>Number of Calls to Quit Line</b>	<b>N = 503</b>	<b>N = 3,421</b>
<b>Percent of Statewide Calls</b>	17.5%	100.0%
<b>Percent of State Population in County<sup>1</sup></b>	11.9%	100.0%
	<b>County %</b>	<b>State %</b>
<b>Gender</b>	<b>N = 495</b>	<b>N = 3,099</b>
Female	66.9%	62.9%
Male	33.1%	37.1%
<b>Race/Ethnicity</b>	<b>N = 445</b>	<b>N = 2,578</b>
People of Color	16.6%	13.7%
White	83.4%	86.3%
<b>Age</b>	<b>N = 410</b>	<b>N = 2,323</b>
Less than 18 years old	2.2%	2.1%
18 - 24 years old	16.3%	16.3%
25 - 34 years old	19.8%	22.2%
35 - 44 years old	31.7%	27.3%
45 years and older	30.0%	32.0%
<b>Education</b>	<b>N = 462</b>	<b>N = 2,679</b>
Did not graduate high school	17.7%	17.8%
High school graduate	35.1%	33.7%
Some college/vocational school	37.7%	37.4%
College graduate	9.5%	11.0%
<b>Caller Type</b>	<b>N = 472</b>	<b>N = 2,929</b>
General Information	6.8%	11.5%
Health care provider	2.3%	2.8%
Tobacco user	90.9%	85.6%
<b>Payer Type</b>	<b>N = 334</b>	<b>N = 1,951</b>
Insured	41.0%	40.6%
Uninsured	24.6%	22.7%
Medicaid	34.4%	36.6%
<b>Heard About</b>	<b>N = 404</b>	<b>N = 2,463</b>
Past caller	13.9%	17.0%
Employer/worksites	2.0%	1.3%
Health care provider	18.8%	17.6%
Television	17.3%	22.8%
Outdoor advertisement (billboard/bus/wall)	4.2%	4.7%
Targeted mailing	10.6%	2.6%
Great Start	0.2%	0.4%
Radio	0.0%	1.3%
Newspaper/Magazine	1.2%	2.2%
Brochure/Newsletter	7.4%	4.9%
Family or friend	19.8%	21.7%
Health Department	4.2%	2.9%
School	0.2%	0.5%